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U. S. Department of Agriculture

THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA, CALIFORNIA

OVER THIRTY-EIGHT YEARS IN THE SEED BUSINESS

EUROPEAN EXPERIENCE 1900 TO 1911
AMERICAN EXPERIENCE 1912 TO 1938

OCTOBER 26, 1938

GENTLEMEN:

You will thank the postman—

WE BELIEVE YOU WILL BE GLAD TO RECEIVE THIS LITTLE LETTER, AS IT ANNOUNCES OUR EXCEPTIONALLY EARLY VERBENA HARVEST---UNDOUBTABLY THE EARLIEST IN CALIFORNIA.

LAST YEAR AT THIS TIME, THE VERBENAS WERE STILL GROWING IN OUR FIELDS---BUT BY THE TIME THIS MESSAGE IS DELIVERED AT YOUR OFFICE, OUR 1938 CROP WILL BE COMPLETELY HARVESTED AND READY FOR DELIVERY! WE ATTRIBUTE THIS EARLY HARVEST TO A PARTICULARLY FAVORABLE GROWING SEASON, ALSO A NEW AND MORE EFFICIENT METHOD OF HARVEST THAT WE HAVE ADOPTED.

MOST PEOPLE WHO FIND VERBENAS HARD TO GERMINATE ARE USUALLY TROUBLED WITH LIGHT SEEDS OF QUESTIONABLE AGE---NEW, HEAVY SEEDS WILL ALWAYS TEST 20% TO 30% BETTER THAN YEARLING STOCK. WE ARE ENCLOSING A LIST OF VARIETIES THAT WE OFFER AND CAN MAKE IMMEDIATE DELIVERY ON FROM 1938 HARVEST.

YOUR ORDER FOR NEW CROP VERBENAS WILL BE GREATLY APPRECIATED AND RECEIVE OUR PROMPT ATTENTION.

YOURS VERY TRULY,

THE WILLIAM MACDONALD SEED COMPANY

WM J
P. S.

WOULD ALSO LIKE TO CALL YOUR ATTENTION TO OUR 1938-39 NOVELTY BOOKLET, WHICH LISTS A NUMBER OF INTERESTING NEW VARIETIES FOR YOUR SPRING TRADE.

LOOK HERE!

FIRM NAME.....DATE.....

CITY.....STATE.....

****

QUANTITY		PER POUND
	VERBENA HYBRIDA	
.....BLUE SHADES	.40	5.00
.....DANEBROG, SCARLET WHITE EYE	.40	5.00
.....DARK BLUE	.40	5.00
.....DEFIANCE, BRIGHT SCARLET	.40	5.00
.....LUCIFER, BRILLIANT SCARLET SELF	.40	5.00
.....LUTEA YELLOW	.40	5.00
.....MAYFLOWER, PINK SELF	.40	5.00
.....PINK AND ROSE SHADES	.40	5.00
.....PURPLE MANTLE, PURPLE	.40	5.00
.....PURPLE SHADES	.40	5.00
.....WHITE	.40	5.00
.....MAMMOTH CHOICE MIXED	.30	3.50
	VERBENA HYBRIDA GRANDIFLORA	
.....BEAUTY OF OXFORD HYBRIDS	1.20	15.00
.....BLUE, WHITE EYE	.80	10.00
.....CERISE QUEEN, SOFT SALMON CERISE	1.20	15.00
.....COCCINEA, SCARLET, WHITE EYE	.80	10.00
.....CREAM, RICH CREAM WHITE	1.20	15.00
.....ETNA, GERANIUM RED, CREAM EYE	1.20	15.00
.....LAVENDER GLORY	.80	10.00
.....LUCIFER, FLAMING SCARLET SELF	.80	10.00
.....LUMINOSA, FIERY PINK	.80	10.00
.....PURE WHITE	.80	10.00
.....ROSEA STELLATA	.80	10.00
.....ROYALE, ROYAL BLUE, CREAM EYE	1.20	15.00
.....SPECTRUM RED, VIVID CRIMSON	1.20	15.00
.....VIOLACEA STELLATA, VIOLET (EYE)	.80	10.00
.....EXQUISITE MIXED, (GIGANTEA)	.55	7.00
	VERBENA HYBRIDA COMPACTA ERECTA	
.....CARMINE BALL, BRIGHT CARMINE	1.20	15.00
.....FIREBALL, VERY DWARF	1.20	15.00
.....PASTEL SHADES, NEW SHADES	1.20	15.00
.....ROSE BOUQUET, BRICK ROSE	1.20	15.00
.....PINK AND ROSE BOUQUET	1.20	15.00
.....WHITE BOUQUET, PURE WHITE	1.20	15.00
.....ROYAL BOUQUET MIXED, VERY GOOD!	1.20	15.00

IMPORTANT

WE REGRET VERY MUCH TO ADVISE THAT WE CAN BOOK NO FURTHER ORDERS FOR IPOMOEA SCARLETT O'HARA. THIS ITEM IS TURNING OUT TO BE A VERY SHORT CROP AND IT WILL EVEN BE NECESSARY TO PRO-RATA OUR EARLY CONTRACT ORDERS.